



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/19 thru 09/25.

Fri. Sep 19, 2014

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

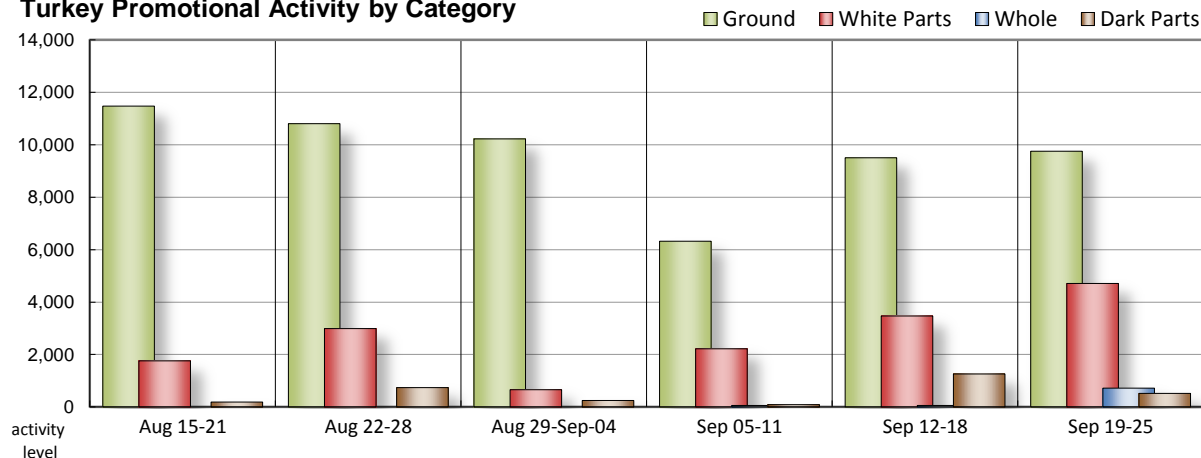
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	46.4% of 22,900 outlets		51.5% of 22,900 outlets		44.8% of 23,200 outlets	
Special Rate ^{4/}	0.6%		1.5%		1.1%	
Activity Index ^{2/}	17,030		16,420		16,540	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	180	1.99				
" - Toms	180	1.99				
Frozen - Hens	180	1.85	60	0.99	40	1.29
" - Toms	180	1.85				
PARTS:						
Breast:						
Bone-in, whole						
Fresh	190	3.84			70	2.94
Frozen	2,330	1.89	1,150	1.59	1,330	2.05
Split, bone-in						
Fresh	10	2.59			10	2.69
Rotisserie	590	7.78	1,460	9.84	660	7.74
Boneless, whole						
	10	3.99	10	3.99	20	4.49
Cutlets						
	860	5.05	170	5.01	310	5.08
Cutlets, thin sliced						
	260	4.99				
Strips						
Tenders						
	220	4.88	200	4.67	360	4.93
Marinated Tenders						
	240	4.11	480	4.24	290	4.43
Drumsticks						
	230	2.06	320	2.06	70	1.90
Thighs						
	120	2.43	30	2.16		
Wings						
	140	2.34	200	2.30	80	1.98
Necks						
	20	1.79	20	1.79		
Smoked Drumsticks						
	10	1.98	240	2.48	180	2.20
Smoked Wings						
			230	2.31	180	2.00
Smoked Necks						
			220	2.24	140	1.82
GROUND TURKEY:	9,750	3.46	9,500	3.44	11,000	3.25
Patties	590	3.75	990	3.84	720	3.44
Sausage	630	3.62	950	3.44	1,230	3.43
85% lean	1,850	2.84	1,830	2.61	2,790	2.80
93% lean	5,360	3.36	4,170	3.28	4,420	3.00
Breast	1,320	4.70	1,560	4.66	1,840	4.60
Rolls (frsh/frz 1 lb.)	280	2.50	1,880	2.56	1,000	2.48
Specialty ^{5/}						
Patties	70	4.22			20	4.25
93-94% lean	800	4.33	200	4.36	110	3.32
Breast	180	6.27	50	6.65	670	5.51

Note: rolls & specialty not included in ground turkey total and weighted average.

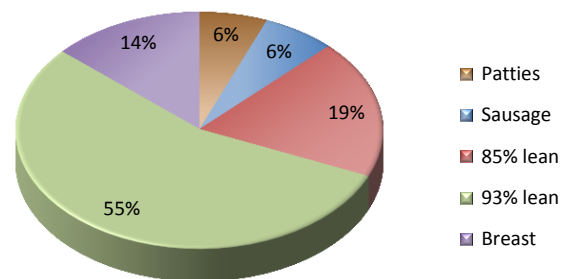
This Week's Turkey Feature Highlights

Retail feature activity increases on turkey and deli items. Offerings increase on fresh and frozen whole turkeys; featuring on kosher turkeys for Rosh Hashanah are more active this week. Promotions double on bone-in breasts; prices are higher. Ads for rotisserie breasts are less prevalent, but prices are sharply lower where featured. Boneless white parts are more actively promoted; cutlets are the favored part this week. Last week was the time to look for ads on smoked dark parts; it is mostly fresh dark parts in this week's circulars. Ground turkey ads increase in number; the weighted average price is higher. The 93% lean is the most heavily promoted grind, accounting for over half of the ads for grinds. Fewer stores promote rolls of ground turkey; retailers increase featuring of specialty grinds. Promotional activity increases on service and self-service deli items. Service deli featuring is most active on thick slicing meats; prices trend lower on turkey, higher on chicken for thick slicing meats. Self-service deli items prices are mostly higher.

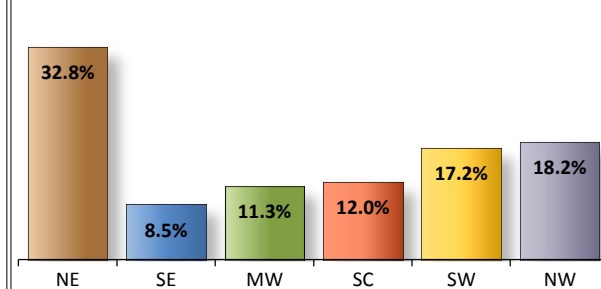
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Fri. Sep 19, 2014

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	65.5% of 4,700 sampled outlets			36.5% of 5,900 sampled outlets			40.9% of 4,200 sampled outlets		
Activity Index ^{2/}	0.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.3% of stores w/ no-price promotions		
	Activity Index = 6,830			Activity Index = 2,410			Activity Index = 2,140		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.99	180	1.99				1.29	10	1.29
" - Toms	1.99	180	1.99				1.29	10	1.29
Frozen - Hens	1.88	170	1.88						
" - Toms	1.88	170	1.88						
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.59 - 3.99	190	3.84	1.39 - 1.99	470	1.89	1.29 - 1.99	660	1.88
Frozen	1.59 - 1.79	40	1.68						
Split, bone-in									
Fresh	2.59	10	2.59						
Rotisserie	7.59 - 7.99	310	7.97	7.99	20	7.99			
Boneless, whole	3.99	10	3.99						
Cutlets	4.79 - 5.49	830	5.06	4.79	20	4.79	5.45	10	5.45
Cutlets, thin sliced	4.99	180	4.99				4.99	80	4.99
Strips									
Tenders	4.99	130	4.99				4.99	90	4.71
Marinated Tenders	3.73 - 4.79	120	4.50	3.73	120	3.73			
Drumsticks	1.59 - 1.79	60	1.63	1.59	40	1.59	1.69 - 1.99	20	1.91
Thighs	1.79	10	1.79						
Wings				1.59	10	1.59	1.69 - 1.99	20	1.91
Necks							1.79	20	1.79
Smoked Drumsticks							1.98	10	1.98
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.69 - 3.99	290	3.89				2.99 - 3.79	220	3.50
Sausage	2.95 - 3.99	520	3.53				2.99 - 3.98	10	3.84
85% lean	2.30 - 3.66	1,060	2.86	2.50 - 3.50	320	3.24	1.99 - 2.98	290	2.18
93% lean	2.30 - 3.99	1,430	3.01	2.30 - 3.99	1,170	3.20	2.91 - 4.00	330	3.38
Breast (99-100% lean)	4.99 - 5.38	320	5.02	4.58 - 4.99	230	4.62	4.00 - 4.99	140	4.15
Rolls (frsh/frz 1 lb.)	2.99	10	2.99	1.99	10	1.99	2.50	180	2.50
Specialty ^{5/}									
Patties	3.99 - 4.99	50	4.51				3.50	20	3.50
93-94% lean	3.99 - 6.99	500	4.21				4.99	20	4.99
Breast	5.99	60	5.99						



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/19 thru 09/25.

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Fri. Sep 19, 2014

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	36.1% of 4,200 sampled outlets			52.4% of 2,800 sampled outlets			62.0% of 1,200 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			8.5% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 2,260			Activity Index = 2,360			Activity Index = 1,030		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.59 - 1.99	550	1.94	1.59 - 1.99	510	1.82	1.78 - 2.19	100	2.10
Split, bone-in									
Fresh									
Rotisserie	6.99 - 7.49	110	7.04	6.99	80	6.99	8.99	70	8.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks				2.49	110	2.49			
Thighs				2.49	110	2.49			
Wings				2.49	110	2.49			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.49	30	3.49				3.49 - 4.99	50	4.19
Sausage							4.09	100	4.09
85% lean	2.74 - 3.39	80	3.10	2.39 - 3.49	70	3.25	2.79 - 3.19	30	2.85
93% lean	2.08 - 3.43	990	3.44	3.19 - 4.00	970	3.72	3.19 - 4.00	470	3.93
Breast (99-100% lean)	3.33 - 4.99	170	4.10	4.79 - 5.99	260	5.61	4.00	200	4.00
Rolls (frsh/frz 1 lb.)	1.89 - 2.79	80	2.50						
Specialty ^{5/}									
Patties									
93-94% lean	3.99	140	3.99	4.99	130	4.99	4.99	10	4.99
Breast	6.49	110	6.49	5.49	10	5.49			



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/19 thru 09/25.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Sep 19, 2014

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	73.9% of 22,900 stores		64.3% of 22,900 stores		79.3% of 23,200 stores		84.1% of 4,700 sampled outlets			75.9% of 5,900 sampled outlets		
Activity Index 2/	51,170		41,490		54,240		Activity Index = 16,120			Activity Index = 12,740		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	4,980	8.09	3,760	8.16	5,630	8.09	5.99 - 12.99	2,790	7.99	6.99 - 9.99	360	8.47
Private Brand	3,040	8.05	1,140	8.47	2,030	7.93	6.98 - 8.99	2,640	7.96			
Category 2												
Processor Brand	4,670	5.74	3,740	6.11	3,960	5.89	4.98 - 6.99	1,420	5.93	4.99 - 6.99	1,500	5.42
Private Brand	2,310	7.35	3,470	6.98	3,800	6.69	7.99	80	7.99	5.99 - 7.99	590	6.99
Category 3												
Processor Brand	720	3.74	1,140	4.31	2,030	4.09	2.98 - 4.99	360	3.79	2.98 - 3.99	120	3.27
Private Brand			50	4.38	1,240	5.31						
Turkey Ham												
Processor Brand	430	4.34	270	4.03	270	3.26	4.79 - 5.99	230	4.88			
Private Brand					10	3.99						
Turkey Pastrami												
Processor Brand	420	5.48	50	4.34	440	3.83	3.79 - 7.99	300	4.94	6.99 - 7.99	60	7.83
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	4,160	8.59	3,500	7.73	3,950	7.90	5.99 - 10.49	1,720	8.70	8.59 - 9.99	1,340	8.72
Private Brand	1,380	7.37	1,690	7.54	2,240	7.67	6.99 - 8.99	700	7.78	6.99	580	6.99
Category 2												
Processor Brand	2,290	5.40	250	5.16	110	5.04	4.99 - 6.99	500	5.36	4.99	1,010	4.99
Private Brand	120	6.00			630	5.98						
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	9,130	3.44	9,770	3.44	11,150	2.92	2.50 - 4.49	1,010	3.62	2.27 - 3.99	2,870	3.42
Private Brand	3,040	3.11	630	2.95	1,600	3.05	2.48 - 3.99	1,430	3.17	2.79 - 3.00	580	2.98
Turkey 16 oz												
Processor Brand	2,850	5.68	1,990	5.53	2,750	1.91	4.99 - 6.49	680	5.89	4.99 - 5.99	140	5.83
Private Brand	210	6.49	220	5.77						6.49	210	6.49
Chicken 7-10 oz												
Processor Brand	8,470	3.47	9,190	3.45	10,800	2.93	2.50 - 4.49	830	3.71	2.50 - 3.99	2,800	3.44
Private Brand	2,950	3.11	630	2.95	1,600	3.05	2.48 - 3.99	1,430	3.17	2.79 - 3.00	580	2.98

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	73.3% of 4,200 sampled outlets			64.3% of 4,200 sampled outlets			65.4% of 2,800 sampled outlets			78.2% of 1,200 sampled outlets		
Activity Index ^{2/}	Activity Index = 8,200			Activity Index = 6,390			Activity Index = 4,850			Activity Index = 2,870		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.98 - 9.99	750 7.97		6.99 - 9.99	710 8.52		7.99 - 8.99	140 8.22		6.99 - 9.99	230 7.56	
Private Brand	7.49 - 9.99	350 8.85		6.49 - 8.49	50 7.49							
Category 2												
Processor Brand	4.99 - 6.99	920 6.06		4.99 - 6.99	380 6.04		4.49 - 4.99	310 4.86		5.98 - 6.99	140 6.28	
Private Brand	6.00 - 7.99	130 6.13		6.99 - 7.99	290 7.41		6.99 - 7.99	760 7.71		5.99 - 7.99	460 7.41	
Category 3												
Processor Brand	2.99 - 3.99	140 3.94		3.49 - 3.99	90 3.93		2.99	10 2.99				
Private Brand												
Turkey Ham												
Processor Brand	2.99	10 2.99		3.69	10 3.69		2.99 - 4.79	180 3.75				
Private Brand												
Turkey Pastrami												
Processor Brand	2.99 - 7.99	50 5.43								7.99	10 7.99	
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.98 - 9.49	370 7.45		6.99 - 10.79	290 8.58		8.99	330 8.99		6.99 - 9.99	110 7.92	
Private Brand					100 6.66							
Category 2												
Processor Brand	4.99 - 5.99	370 5.92								5.99	410 5.99	
Private Brand	6.00	120 6.00										
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 3.99	2,110 3.12		2.50 - 3.49	1,540 3.42		2.19 - 3.99	1,070 3.77		3.49 - 3.99	530 3.79	
Private Brand	3.00 - 3.79	470 3.20		2.99 - 3.00	370 3.00		3.00	130 3.00		3.00	60 3.00	
Turkey 16 oz												
Processor Brand	4.94 - 5.99	150 5.21		5.48 - 5.79	830 5.58		3.99 - 5.99	720 5.53		5.99	330 5.99	
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 3.99	1,790 3.12		2.50 - 3.49	1,450 3.48		2.19 - 3.99	1,070 3.77		3.49 - 3.99	530 3.79	
Private Brand	3.00 - 3.79	470 3.20		3.00	280 3.00		3.00	130 3.00		3.00	60 3.00	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>